



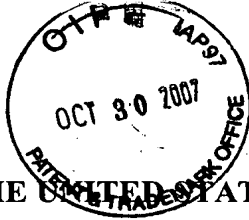
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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>	Application Number	09/852,229	
	Filing Date	May 8, 2001	
	First Named Inventor	Michael CRISTOFALO et al.	
	Group Art Unit	2623	
	Examiner Name	Hai V. Tran	
Total Number of Pages in This Submission		Attorney Docket Number	043978-073000

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Declaration and Power of Attorney <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Application Data Sheet <input type="checkbox"/> Request for Corrected Filing Receipt with Enclosures <input type="checkbox"/> A self-addressed prepaid postcard for acknowledging receipt <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): PTO-1449 Form, European Search Report 4 documents
Remarks		<input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge any additional fees required or credit any overpayments to Deposit Account No. 19-2380 for the above identified docket number.

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Marc S. Kaufman, Reg. No. 35,212 Nixon Peabody LLP 401 9 th Street, N.W. Suite 900 Washington, D.C. 20004-2128
Signature	<i>Handwritten signature of Marc S. Kaufman</i>
Date	October 30, 2007

CERTIFICATE OF MAILING OR TRANSMISSION [37 CFR 1.8(a)]	
I hereby certify that this correspondence is being:	
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:)	
Michael CRISTOFALO et al.)	Examiner: Hai V. Tran
Application No. 09/852,229)	Group Art Unit: 2623
Filed: May 8, 2001)	Confirmation No.: 4955
For: TECHNIQUE FOR OPTIMIZING THE DELIVERY OF)	
ADVERTISEMENTS AND OTHER PROGRAMMING)	October 30, 2007
SEGMENTS BY MAKING BANDWIDTH TRADEOFFS))	

INFORMATION DISCLOSURE STATEMENT

MAIL STOP AMENDMENT

Commissioner for Patents
P.O. Box 1450
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Sir:

In accordance with the duty of disclosure as set forth in 37 C.F.R. §1.56, Applicants hereby submit the following information in conformance with 37 C.F.R. §§ 1.97 and 1.98. No copy of the U.S. Patent documents have been supplied with this Information Disclosure Statement in accordance with the Official Gazette Notice dated August 5, 2003. Pursuant to 37 C.F.R. § 1.98, a copy of each of the other documents cited is enclosed.


The undersigned certifies that either (1) each item of information contained in this information disclosure statement was first cited in a communication from a foreign patent office, a copy of which is enclosed, in connection with a counterpart foreign application not more than three (3) months prior to the filing of this statement, or (2) no item of information contained in this information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application and to my knowledge after making reasonable inquiry, was known to any individual designated in 37 C.F.R. § 1.56(c) more than three months prior to the filing of this statement.

It is requested that the accompanying PTO-1449 be considered and made of record in the above-identified application. To assist the Examiner, the documents are listed on the attached form PTO-1449. It is respectfully requested that an Examiner initial a copy of this form and return it to the undersigned.

The Commissioner is hereby authorized to charge any fees connected with this filing which may be required now, in compliance with the provisions of 37 C.F.R. § 1.97(c), or credit any overpayment, to Deposit Account No. 19-2380 (043798-073000).

Respectfully submitted,

By: _____


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